

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Town Hall, Conference Room B  
August 27, 2012  
8:30 AM**

**MINUTES**

Present: Frank McNabb (Chair), Dennis Heffley, June Krisch, Betty Wexler

Staff: Cynthia van Zelm

Guest: John Armstrong

**1. Call to Order**

Frank McNabb called the meeting to order at 8:35 am.

John Armstrong is the interim Director of Off-Campus Student Services at UConn (Jim Hintz's previous position) and would like to serve on the Committee.

**2. Approval of Minutes from May 21, 2012**

June Krisch made a motion to approve the minutes of May 21, 2012. Dennis Heffley seconded the motion. The motion was approved unanimously.

**3. Update on Storrs Center**

Cynthia van Zelm updated the Committee on the status of Storrs Center including new businesses and the status of road construction and parking.

**4. Update on Membership**

Ms. van Zelm said as of August 15, 2012, there were 310 Partnership members for \$16,738 in membership donations. She said 49 people had not renewed. Committee members thought that some members may not have rejoined because they thought there was no need with Storrs Center opening. Mr. McNabb said it will be important to emphasize that membership matters since there are many phases left and work to be done to manage Storrs Center.

**5. Update on Membership Outreach and Volunteer Calendar**

Ms. van Zelm passed around the volunteer calendar for people to sign up to help with events over the next few months including the school open houses.

Mr. McNabb and Mr. Heffley agreed to staff a table at Rentschler Field at the September 8 UConn football game. **Ms. van Zelm will call UConn Athletics to request a table.**

Mr. McNabb put together a list of effective outreach measures from last year and asked for the Committee to review the list and provide comment. Mr. McNabb reiterated that he thought these events were very helpful to get the word out about the Partnership and Storrs Center.

**Ms. van Zelm said she would work to get an article out in the Reminder News for October.**

Mr. McNabb asked that the membership section be reviewed on the Partnership website. Ms. van Zelm said the website would be reviewed after the *Festival on the Green*.

## **6. Discussion of Membership Brochure**

**Ms. van Zelm passed out this year's brochure and Mr. McNabb asked everyone to review prior to the September meeting.** Ms. Wexler suggested that all the new businesses be listed in the brochure.

**Mr. Armstrong and Ms. Krisch will review the events at Jorgensen and suggest two events where the Partnership might want to have a table – for the September meeting.**

Ms. Wexler and Mr. Armstrong suggested that the Alumni Association and the Dairy Bar would be good places for brochures.

## **7. Other**

The Committee agreed to meet on the last Tuesday of the month at 8:00 am due to a conflict with the current schedule.

**John Armstrong will check with student leaders to see if there is interest in serving on the Committee.**

## **8. Adjourn**

The next meeting date will be September 25 at 8:00 am.

The meeting adjourned at 9:15 am.

*Minutes taken by Cynthia van Zelm.*